To: 1600 - Buffalo Region (BURRELL)
From: MacWilliams, Lori
Posted: 3/31/98 13:51
Subject: FWRD: DORAL $1 2PK SUPERMARKET PROMOTIO

Dave Keeney

Bill,
Please reference the following as information. Thought you may want to discuss with Dave Keeney prior to any alterations to Buffalo Region allocations.
Let me know of any agreed upon changes in order that I may handle with Don Fitzgerald.
Thanks for your help.
Lori

================== <Forwarded Letter> ===============
From: Campbell, Judy
To: MACWILL
Subject: DORAL $1 2PK SUPERMARKET PROMOTION
Posted: 03/30/98 16:01
Priority: High Priority

LORI,

IN PLANNING FOR FUTURE WORK PLAN ALLOCATIONS, I HAVE LISTED THE 2ND QTR SUPERMARKET CHANGES VERSUS 2ND QUARTER REQUESTED ALLOCATIONS. AFTER REVIEWING, YOU MAY WANT TO CONTACT 1642 FOR UPDATED SUPERMARKET CHAIN INFORMATION PRIOR TO OUR 3RD QUARTER COMMITMENTS - OR IF TOO LATE - TO 4TH QUARTER ALLOCATION COMMITMENTS.

LISTED ARE THE NUMBER OF STORES IDENTIFIED FOR 2QTR WORK PLAN VERSUS THE ACTUAL NUMBER OF PARTICIPATING SUPERMARKET STORES FOR OUR MAY PROMOTION:

#/ STORES	CHAIN NAME	ACTUAL #/ STORES
123	VIX / TOPS / FINAST	117

THIS NUMBER IS IN LINE WITH OUR 2Q WORK PLAN REQUESTS.

83	BIG BEAR	0
29	INSALACO	0
70	BILO	29
43	QUALITY	19
65	P & C	51
*0	PRICE CHOPPER	79 (NOT INCLUDED IN 2Q W/PLAN)

51845 4164

79 PRICE CHOPPER STORES HAVE BEEN ADDED.

AS A RESULT OF THESE CHANGES, WE HAVE A RESIDUAL FROM MAY SUPERMARKET PROMOTION #800220 AS FOLLOWS:

27 SKUS	ITEM #540890	MERCHANDISER CARDS
27 SKUS	ITEM #540881	P.O.S. KITS

Judy for Tops/VIX

ACTUALLY, WE WOULD HAVE HAD RESIDUALS OF 126 SKUS EACH, BUT I ORDERED 2 SKUS PER STORE TO QUALITY / BILO / AND P&C.

THIS STILL LEAVES A SHORTAGE OF 83 STORES VERSUS OUR 2ND QUARTER WORK PLAN COMMITMENT (EVEN ADDING PRICE CHOPPER TO LIST). ASAP

UNLESS WE ADVISE WINSTON-SALEM OF ADJUSTMENTS ASAP, WE WILL CONTINUE TO ACCRUE THE SAME ALLOCATION AMOUNTS AS REQUESTED FOR 2QTR WORK PLAN FOR ALL FUTURE QUARTERS.

JUDY

Source: https://www.industrydocuments.ucsf.edu/docs/nmyy0000

To: MacWilliams, Lori
From: Campbell, Judy
Posted: 3/30/98 16:01
Opened: 3/31/98 13:46
Subject: DORAL $1 2PK SUPERMARKET PROMOTION

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JUDY

CC: Tanchyk, R, Keeney, David, 1645 - Buffalo Chain (VICKERB)

51845 4165

Source: https://www.industrydocuments.ucsf.edu/docs/nmyy0000